

**CONTRACT**

**KVVU TV**  
25-TV 5 Drive  
Henderson, NV 89014  
(702)435-5555

<u>Contract / Revision</u>		<u>Alt Order #</u>
480879 /		06180308
<u>Product</u>		
NRCC IE 2012		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/05/12 - 10/11/12	2602	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
NRCC	10/04/12 / 10/04/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KVVU	Teresa Difuria	TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	155	426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
815 Slaters Lane  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 12	KVVU	10/05/12	10/05/12	TMZ	730-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/01/12	10/07/12		----1--				1	\$575.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	TMZ	730-8p	-----F----	:30		\$575.00	NM		
		See MG 33.2,33.3										
N 33	KVVU	10/07/12	10/07/12	Sports Plus Su 1045p	1045p-11p		:30			NM	2	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/01/12	10/07/12		-----1				1	\$450.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	Sports Plus Su 1045p	1045p-11p	-----Su	:30		\$450.00	NM		
		See MG 33.2,33.3										
	2	KVVU	10/05/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30		\$525.00	NM		
		$\oplus$	MG for 12.1,33.1									
	3	KVVU	10/05/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30		\$500.00	NM		
			$\oplus$	MG for 12.1,33.1								
Totals											133	\$89,115.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/11/12	133	\$89,115.00	\$75,747.75
<b>Totals</b>	<b>133</b>	<b>\$89,115.00</b>	<b>\$75,747.75</b>

Signature:

Date:

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6180308 TRF# 480879  
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 4 / 12 12 - 36  
\*\*\* KVUU-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NRCC-IE  
AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME BEN ANGLE  
SALES PRSN PH - TERESA DIFURIA

815 SLATERS LANE  
ALEXANDRIA, VA 22314

ALEXANDRIA, VA 22314

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 2012 EST#2602 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT5/12 OCT11/12 WK-1

FLIGHT DATES OCT5/12 OCT11/12 WK-1  
CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

DATE OCT 4/12 12.36

REPP TO ROSEN

REP: TO ROSE  
FR NIKKI  
OK'D M5 SEE LINES 82

OK'D M5 SEE LINES 82-83  
TOTAL SAME  
PLS CNF THANKS

SIA: CON CM \*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*

AGENCY ADVERTISER CODE = 155  
AGENCY PRODUCT CODE = 426  
AGENCY EST# = 2602

12 S 730P-800P

PROGRAM : TMZ  
RA35-64 : 2.1  
CON COM1 : TMZ

82 A 600P-630P

30 \$525.00 10/5 10/5

FRI 1

PROGRAM : NEWS  
 RA35-64 : 2.1  
 ORD COM1: SPOTS N/A. MG OFFER 6P NEWS. NOT PRE-BOOKED PLS APPROVE.  
 THIS IS A MAKE-GOOD FOR OCT5 ON LINE-12 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR OCT7 ON LINE-33 FOR 1 SPOT/WK

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT4/12 12.36  
\*\*\* CHANGES \*\* \*\*\* KVUU-TV \*\*\*

REP HEADLINE# 6180308 TRF# 480879  
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

LINE#:	REP	CD:	TIME	PERIOD	: LGTH :	SEC :	RATE	: START	: END	: SPTS:	WEEK :	DAYS	: TOTAL:	: SPTS:
:	LINE#:	:	:	:	:	:	:	DATE	DATE	:	/WK:	INVT	:	:
83	A	600P-630P			30		\$500.00	10/5	10/5	1				1
PROGRAM :	NEWS													
RA35-64 :	2.1													
ORD COM1:	SPOTS N/A. MG OFFER 6P NEWS. NOT PRE-BOOKED PLS APPROVE.													
PART OF A MAKEGOOD MADE UP OF LINES	82-83													
33	S	1045P-1100P			30		\$450.00	10/7	10/7	0				
PROGRAM :	FOX5 SPRT PLUS													
RA35-64 :	2.8													
CON COM1:	FOX5 SPRT PLUS													
STATION MAKEGOOD OFFERS:														
M5 OK'D BUY#12	MISSSED: FRI/730P-800P													
	SUN/1045P-1100P													
	OFFER: FRI/600P-630P													
	& FRI/600P-630P													
CMT: SPOTS N/A. MG OFFER 6P NEWS. NOT PRE-BOOKED PLS APPROVE.														
OCT5	30S	\$575.00	(OCT4/12)											
OCT7	30S	\$450.00												
OCT5	30S	\$525.00												
OCT5	30S	\$500.00												
CONTRACT TOTAL SPOTS	89115.00	133												
OCT/12	89115.00													

MARKET TOTALS \$405,068 KVUU 22% KSNU 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%  
SVC- NSI DEMOS- RA35-64\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE